

## WHAT IS CLAIMED IS:

1. A tool for generating sales presentations comprising:

a lead page configured to include a selectable new lead button and a selectable existing lead button, wherein leads are sales presentations;

a new lead data entry page linked to the new lead button having defined data entry requirements to permit generation of a new lead;

an existing lead page linked to the existing lead button designed with a listing of existing leads callable by a user;

a lead generation page which generates a first call sales presentation, dynamically using data entered by the user;

a follow-up call data entry page having data entry sections, for entering data specific to a customer, the data obtained during presentation of the first call sales presentation to the customer;

a product replacement page which generates replacement or upgrade products for a customer; and

a follow-up sales presentation page for generating a follow-up sales presentation for the customer including the replacement of upgrade products.

2. The invention according to claim 1 further including,

a pre-call data page having a plurality of selectable market segments, wherein selection of one of the market segments generates a pre-call data sheet related to the selected market segment.

3. The invention according to claim 1 wherein the tool integrates a Cost-of-Light tool, which generates reports related to a customer's costs to maintain its lighting system.

4. The invention according to claim 1 when the tool integrates an opportunity management system which generates reports regarding management of the sales process.

5. The invention according to claim 1 wherein the tool functions in an Intranet environment.

6. The invention according to claim 1 wherein the tool functions in an Internet environment.

7. The invention according to claim 1 wherein the tool functions in a wireless environment.

8. The invention according to claim 1 further including a sing-in page configured to authenticate an approved user of the tool.

9. A method for generating sales presentations comprising:

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accessing a lead page displaying a selectable new lead button and a selectable existing lead button, wherein leads are sales presentations;

selecting one of the new lead button and the existing lead button;

moving, when the new lead button is selected, to a new lead data entry page linked to the new lead button, the new lead data entry page having defined data entry requirements to be made by a user to permit generation of a new lead;

moving, when the existing lead button is selected, to an existing lead page linked to the existing lead button, the existing lead page designed with a listing of existing leads callable by the user;

entering, by the user, data in at least one of the new lead data entry page or the existing lead page;

moving from one of the new lead data entry page or the existing lead page to a lead generation page;

generating, at the lead generation page, a first call sales presentation, dynamically using data entered by the user;

moving to a follow-up call data entry page having data entry sections;

entering at the follow-up call data entry page, data specific to a customer, the data obtained during presentation of the first call sales presentation to the customer;

generating replacement or upgrade products for a customer at a product replacement page; and

a follow-up sales presentation page for generating a follow-up sales presentation for the customer including the replacement of upgrade products.

10. The method according to claim 9 further including moving to a pre-call data page having a plurality of selectable market segments, wherein selection of one of the market segments generates a pre-call data sheet related to the selected market segment.

11. The method according to claim 9 further including a cost-of-light tool, which generates reports related to a customer's costs to maintain its lighting system.

12. The tool according to claim 9 further including integrating an opportunity management system which generates reports regarding management of the sales process.

13. The method according to claim 9 further including transmitting the data and the pages within an Intranet environment.

14. The method according to claim 9 further including transmitting the data and the pages within an Internet environment.

16. The method according to claim 9 further including a sign-in page configured to authenticate an approved user of the tool.

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